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1964

the organized farmer

Vol. 25 November 23, 1964, Edmonton, Alberta No. 29

GENERAL SCIENCES

LIFE MEMBERSHIP INCREASE

The number of people holding Farmers' Union of Alberta Life Memberships has almost doubled during the last two months.

A drive to enroll more life members in the F.U.A. has brought in 46 more of these \$100 memberships. Their holders are entitled to full participation in the F.U.A. for life.

This enrolment campaign was held in conjunction with the annual F.U.A. membership drive. Called Operation Sign-up this year, it was officially completed on November 16. Tabulation of membership is still going on.

Added incentive for life mem-

memberships. This tour will take place early next year. Cost of the tour has been borne each year by the United Farmers of Alberta Co-operative Ltd.

NEW IN 1961

The first F.U.A. Life Memberships were sold in 1961. This idea was first promoted by Mr. Leonard Hilton of Starthmore, Alberta, who was membership committee chairman that year. Up to the recent membership drive, a total of 52 life memberships had been sold. Earnings from investment of the life membership fund go into F.U.A. general revenue in place of the member's ordinary yearly membership dues.

Chairman of the latest membership drive is Mr. Cornie Versluys of Champion, Alberta. He has expressed satisfaction with the way sales of life memberships have gone this year. He says it just goes to show what can be done with the application of a little effort. The tour winners are to be announced at the F.U.A. annual convention, December 7 to 11 at the Macdonald Hotel in Edmonton. To be eligible, sales must have been made before November 17.

PLAY IT SAFE . . .

Remember this — road traffic is Canada's Number 3 killer. Only cancer and heart disease kill more Canadians than motor traffic.

DELEGATE TRANSPORTATION EQUALIZATION POOL

When registering at the Annual Convention delegates have been allowed rail or bus fares. Transportation fares have become very inconsistent. For this reason, and in order to have the same standard for all delegates, the transportation a mileage basis. An average pool this year will be set up on transportation rate of 3c per mile from station to station will be used to calculate the fare of each delegate, regardless of what method of transportation is used.

China Tour Slides

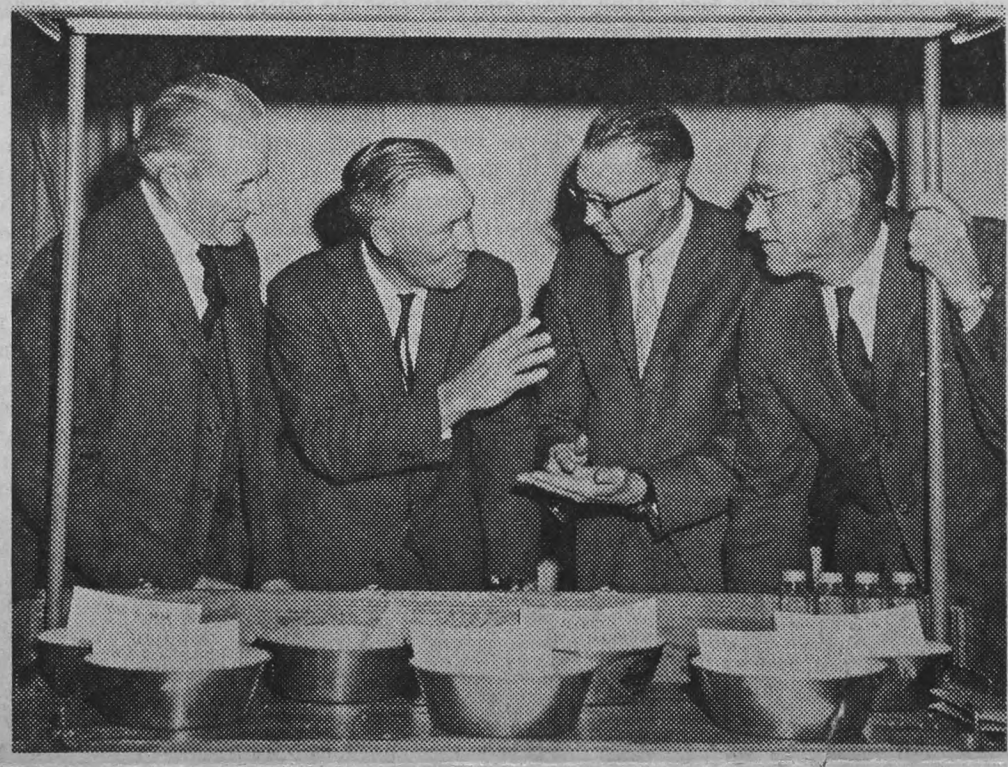
Slides with commentary on the recent F.U.A. China Tour will be presented at the F.U.A. annual convention, December 7 to 11 at the Macdonald Hotel in Edmonton.

Ken Nelson, assistant editor of The Organized Farmer, and Paul Babey, F.U.A. president, have collaborated on a selection of colored slides which they took during the tour. The pictures are an unfolding of the three-week stay in China. Emphasis is on people, their children, homes, working places, how they live their lives.

Farm people will be interested in sequences taken of commune farms visited by the 32-member group.

NEW DIRECTORS OF UNITED GRAIN GROWERS EXAMINING A SEED DISPLAY AT THE U.G.G. ANNUAL MEETING

(Left to right): L. F. Snyder, Wayne, Alta.; W. Donaldson, Grande Prairie, Alta.; H. Dickson, Warner, Alta.; D. L. Trapp, Harris, Sask. Messrs. Snyder and Trapp were re-elected while Messrs. Donaldson and Dickson were elected for the first time.



United Grain Growers Record Year Too

New records for grain handlings, earnings and capital construction for the year ended July 31 were reported recently by United Grain Growers Limited in its 58th year.

Net earnings of \$768,378 for the 1963-64 crop year were described as "much higher" than the previous year's \$400,528 by President, A. M. Runciman, who read the annual report.

For the second year in a row, U.G.G. country elevators handled a record amount of grain. Total handlings exceeded 101 million bushels, over 5 million bushels more than last year. The combined volume of business at the Lakehead and Vancouver terminals established an all-time high in both receipts and shipments.

"Because Manitoba and the Peace River area of Alberta and British Columbia had comparatively light crops, elevator handlings there were below those of the previous year," said Mr. Runciman. "But the remarkably heavy crops in much of Alberta and Saskatchewan enabled many individual elevators in those provinces to handle more grain than ever before."

NEW BUILDING NEEDED

"During the year, your Company carried out the largest construction program of its history," Mr. Runciman told the 332 farmer-delegates from four Western provinces. "Total capital expenditures amounted to \$2,500,000 and 14 elevators and 20 annexes were completed."

"Six of the elevators have a capacity of 110,000 bushels and were built in anticipation of changes in the pattern of grain deliveries which will follow the likely closing of certain branch lines. Large capital expenditures will be needed in the future since certain country elevators are wearing out or, due to limited size or handling equipment, verging on obsolescence."

1.1 MILLION FOR DIVIDENDS

Appropriation for patronage dividends during the 1963-64 Crop Year amounted to \$1,100,000, compared to \$1,025,000 in 1962-63.

Expenses for the year included \$453,042 for interest on funded and other long-term debt; \$31,844 for Counsel and legal fees and payment of salaried Directors; \$22,565 for Directors' Fees, \$37,572 for Annual Meeting expenses; and \$1,278, 602 for provision for depreciation.

Provision for taxes on income was \$935,000 — considerably up from the 1962-63 figure of \$335,000. The amount for taxation included \$835,000 for income taxes

IT'S UP TO THE DRIVER

"Safe cars and safe roads will never provide immunity from highway accidents as long as drivers, through ignorance or neglect, completely disregard proper driving practices and common courtesy," said W. A. Woodcock, chairman of Canadian Highway Safety Council's Automotive Engineering Com-

"Through the years," said Mr. Woodcock, "car design has made significant advances in visibility — day and night, in car control and handling, in component durability and simplicity of operation. This and the addition of many safety features such as seat belts, safety glass and safe door latches, combined with continuing improvements in highway design and

deferred on account of claims for Capital Stock allowances.

United Grain Growers Limited operates 769 grain elevators and 938 annexes at 593 points in the Prairie Provinces. The total licensed capacity of these elevators and annexes is 57.3 million bushels. The Company owns two terminals at Port Arthur and leases one in Vancouver. Total terminal capacity is 13,350,000 bushels. United Grain Growers is owned by some 55,000 farmers in Manitoba, Saskatchewan and Alberta.

traffic controls, provide the necessities for safe and convenient transportation."

"It is most unfortunate that so many of us are blind to our driving weaknesses and unmindful of the potential drastic results of our lapses," Mr. Woodcock added. "Canada's road toll can and must be drastically reduced. I urge each of you to take stock of your driving habits during "Safe-Driving Week 1964".

Paul Babey speaks . . .

FUA President Mr. Paul Babey was a speaker at the recent United Farmers of Alberta Co-operative annual meeting in Calgary.

Bringing fraternal greetings, he said he was pleased to be able to congratulate UFA Co-op on its record year.

He said he spoke as a member of UFA Co-op when he said that co-ops offered tremendous service and savings to their members. But, he cautioned the story of progress is slower than might be desired.

"I only want to make clear that even though we have told the Co-

op Story, we must tell it more and better in the future," he stated.

Mr. Babey used, as a picture of what can be done, his findings on the island of Formosa. When he visited Formosan farmers in October this year, he was told that 95% of all produce is handled through co-ops. "Was this because the Co-op Story was told more successfully on Formosa?" he wondered.

THE KEY

Mr. Babey called for action to bring the co-op philosophy to young people. "I feel this is the

(Continued on page 4)

Mrs. Taylor's New Career

Mrs. W. C. Taylor, a former president of the FWUA and member of the FUA executive, has made her mark in Wainwright politics.

On October 19, she was elected to town council. She received 460 out of 703 votes cast, and was one of two councillors elected.

Mrs. Taylor still retains an active interest in the FUA organization. She currently serves as chairman of the FUA Insurance Committee.



TWO CENTRAL ALBERTA FARMERS, Claire Ziegler, (centre) of Vegreville, and Ewen McDonald (right) of Alix receive congratulations from United Farmers of Alberta Co-operative president George Sayle on their election to the co-op's board of directors. Both men have been active in farm co-op work for many years. Mr. Ziegler will represent Lamont, Beaver, Minburn, Vermilion River, Eagle, St. Paul and Bonnyville and Mr. McDonald is the new director for Lacombe, Ponoka, Wetaskiwin, Leduc, Strathcona, Stony Plain and Drayton-Edson.

FARMERS' UNION OF ALBERTA

9934 - 106 St., Edmonton, Alta.
Phone 424-0375
After 5:00 p.m. 489-6955

the organized farmer

EDITOR — PAUL BABEY
Assistant Editor — Ken Nelson

Subscriptions — \$1.00 a year
Authorized Second Class Mail,
Post Office Department, Ottawa,
and for payment of postage in cash

FARMERS' UNION OF ALBERTA
9934 - 106 St., F.U.A. Bldg.,
Edmonton, Alberta, Canada

Printed by Co-op Press Ltd., Edmonton, Alta.

PAUL BABEY'S IMPRESSIONS:

A Wonderful Experience

It has been a tremendous experience for me to head a group of 32 people which spent three weeks in China. It seemed rather odd that we flew to the other side of the globe, and yet when we got there the earth seemed to be standing on the same level as at home, and people carried on in their work and their everyday lives much the same as they do at home.

Some people are perhaps wondering about the terrific cost of the trip, and what it is going to mean as cost to our organization. I think it is well that they are concerned.

First of all, I would like to clarify the position of the organization. Your executive felt that it was our responsibility to provide a person in charge who would go along with the group and who would be in a responsible position. This was because of the motion passed by our annual meeting some two years ago.

In any event the cost to the organization is not going to be as great as one might imagine. Since we had 30 people going the airlines provided a free ticket—one for every 15 passengers, and that made our organization eligible for two free tickets, worth \$2,000. The executive decided that the president should go along and be in charge of the tour group and that Mrs. Johnson, president of the F.W.U.A. as the other person to qualify for the free ticket.

I recall when we landed in Hong Kong, after spending some 17 hours in an aircraft (which incidentally gets very tiresome, and the respect that I now have for airline pilots, wherever they may be is immense). The airport in Hong Kong seems fairly limited in space. The mountains are immediately facing you after take off, and the ocean is found on three sides of the runway.

We had a slight bit of confusion when we got to the Chinese border. We found that we had not completed the visa application forms which were required before we crossed into China. However, they had forms waiting for us and told us to fill them out as best we could and that later on when we got into the country they would arrange to take our photographs at one of the cities we would be visiting.

I was very much surprised at this because travelling to other countries, we had considerable difficulty. Elsewhere custom officials were pretty sticky and rigid on having photographs along with the application.

One of the other interesting things too, I recall when we walked over the little narrow river that separates China from the British Crown Colony of Hong Kong, is the fact that when we got into the station and went through their customs, none of our baggage was checked or looked into. This was

MARKETING BOARD For BROILERS?

Here is the Full Story . . .

BILL HARPER says . . .

Any new business seems to go through a period of fierce competition before it settles down, and the broiler business is no exception. At the present time the producer gets 18c per lb., or a bit less for his live birds, and it is pretty well agreed that he needs very close to 20c to break even. In other words, the industry is in trouble.

Broiler producers so far have followed an old, time honored

farm custom — they have worked their heads off to increase production and to produce at the lowest possible cost, but they forgot all about marketing. Farmers have always done this, and as a result, farmers all over the world, are usually pretty close to the bottom of the financial ladder. It is only in the past few years that some of them have realized that the modern farmer is running a business, and that the marketing of his produce is a very important part of that business.

If he simply throws his produce on the market, the independent marketing agencies will look after it — at a price and in a manner which will keep them in business, but any losses that develop will naturally be passed to the producer. In other words, he gets what is left of the consumer dollar, after all processing and marketing costs are paid.

A moments thought will make it clear that each individual farm producer cannot possibly have sufficient power on the market to bargain on equal terms with the big processing and marketing agencies. Power in the market-place is in direct ratio to the amount of the product involved. If 100 producers sell to one processor, that processor power is equal to the power of all 100 of them. Individually they therefore have very little bargaining power.

The answer then becomes very easy to see. In order to have any power in the market-place, the producers must work together, and if they will all work together, their power is very great indeed, and they can at least call part of the tune in respect to price.

It is the recognition of this fact that has given rise to the tremendous growth of producer-controlled marketing Boards over the past few years. There are 76 such boards in Canada today, they are supported by over ¼ million farmers, and they handle, for these farmers, over \$½ billion of farm produce each year. These figures do not include the Canadian Wheat Board.

On October 15, a meeting of broiler growers and other inter-

and as the A.L. Co-op continue to revolve the dividends I will probably have my membership looked after for some time yet.

If you should decide to bring the annual meeting back to Calgary again in the near future I may be able to attend and renew acquaintances with the many F.U.A. people I have had the pleasure of knowing.

Meantime all the best for the membership drive, convention and winter's activities.

Very sincerely,
Felix H. Noel

* * *

A THANK YOU

Mr. Paul Babe, President,
Farmers' Union of Alberta.
Dear Paul:

Please accept my sincere appreciation and thanks for your very cordial hospitality extended to us when we were on the forestry trip.

I must also commend your organization for having undertaken the responsibility of camp training during the summer. You showed evidence of effective operation of the camp, and you have certainly chosen a very suitable site for such a camp for young people.

I am indeed very happy to endorse your summer camp project, and I wish it much success.

May I also compliment you on your address during the time we were there.

Yours very sincerely,
N. A. Melnyk, M.L.A.

ested people was held in Edmonton. About 50 people were present, 20 of them actual producers. It is estimated that there are between 50 and 70 producers in Alberta, each of whom can produce over 1000 birds at a time. The 20 men who were in Edmonton were all big producers — from 2000 to 250,000 birds at a time. The total house room operated by these 20 men can feed well over 1 million broilers.

It is estimated that the present capacity of the broiler farms in Alberta is well over 10 million birds per year. The problem is that this is too many. The Alberta market just will not absorb them, and B.C. is raising all the broilers needed in that province. Shipping costs prohibit our producers from finding markets further afield. It looks like the home market or nothing, and there is no chance whatever of moving prices up to a paying level on that market, when there is a surplus, and production is still going up.

This then, is the problem the Alberta broiler growers met to discuss in Edmonton. To help them get information, they brought Mr. Blair, president of the B.C. Broiler Growers Board. This Board was set up in 1960, and in that short 4 year period, has brought the broiler industry in B.C. out of chaos, and into a steady, predictable industry which provides a stable income for the capable and efficient operator.

As an example of how the industry has been stabilized in B.C. Mr. Blair reported that before the Board was established, a broiler grower had the greatest difficulty in borrowing money from a bank, because he could not show the banker that he had any security of returns. Broiler prices were always unpredictable and almost always too low. Today this is all changed. Prices do not vary greatly and the Board is able to keep them at a reasonably profitable level. As a result the broiler industry in B.C. is thriving and healthy.

I will try to condense the main points of Mr. Blair's talk:

1. Broiler growers must have an organization to speak to government, to bargain with processors, and most of all, to discipline themselves through the control of production.

2. All growers must come under such a board. Mr. Blair said that a few years ago he was strongly opposed to this idea. He thought it was compulsion and meant loss of freedom, etc. Today he realizes that 100% control of production is essential to the success of the board, and that without it the grower has only the freedom to go broke. He does not now consider it to be compulsion since the board is democratically established and controlled. It is a form of self-discipline, and without this the board cannot succeed, and growers will continue to go broke.

3. The B.C. Board has made some mistakes; for instance, they did not limit production sufficiently in 1963, and wound up with three million lbs. of broiler meat in storage. However, they were able, because they had control of marketing, to market this huge volume gradually without disaster prices and now their surplus is down to one million pounds.

4. Mr. Blair said emphatically that over-production is the problem and this must be controlled. Furthermore it must be done by the producers themselves, through their own board. Originally the B.C. Board had no control of production, but they very soon found that without this they were helpless.

In answer to questions Mr. Blair made the following points:

1. The only way for Alberta Broiler Growers to rescue the in-

Everyone seems to agree, the problem Alberta broiler men face is over production!

But what is the solution? Lower prices brought about by the surplus does not seem to increase consumption to any great extent. Growers can't afford to keep on producing broilers at current loss prices. Yet they cannot stop producing because they have too much capital invested in their operations.

Broiler men got together twice during the last month to take a hard look at what they are facing. And out of these meetings has come a determination to quit waiting for a miracle.

The broiler men listened to advice from B.C. and from Ontario. They looked at their choices, and decided to go for a marketing set-up which could work out production on a quota basis to fit the available Alberta broiler market. And what is more, they are going to start work on it right away.

Industry was by setting up their own board. This board would have to tackle the job of controlling production among its members. He repeated that it is a matter of self-discipline by the broiler growers.

2. A few simple rules plus some government support are not enough. This Board must be well organized, must be well administered, and must have all the power necessary to carry out the desired program.

3. As an example of how the Board works, they must keep completely up-to-date on such matters as tariffs on all meats, prospects of meat exports, the forecast on production of all meats in Canada, etc. From this they estimate the possible sales of broiler meat for some time ahead. They then divide this amount into quotas for each of their producers. This year the B.C. Board faced with the huge carryover from last year cut some of the very big producers by 40%. Smaller producers were cut by 15% plus 1% extra for each 1,000 birds above a set minimum. The remarkable thing about this was that the growers supported it almost unanimously.

4. The B.C. Board does not market the broilers. Instead they meet with the processors and the marketers once a month and discuss the whole marketing situation. From this discussion, prices are set and other matters requiring co-operation among the industry are arranged.

5. The Board licences all processors, as well as producers.

6. The B.C. Board has very wide powers and can take over just about any part of the broiler industry, when it believes that such action is necessary to protect the producers.

7. A National Board to co-ordinate the work of Provincial Boards would be very helpful, and provincial boards, as they are set up, should work to this end.

The result of the Edmonton meeting was that the Alberta broiler producers set up a committee to arrange for a provincial gathering in Calgary which was held November 5th. All broiler growers were invited to attend. The main item of business was to take the first steps toward setting up a broiler growers board in Alberta. The Edmonton meeting was of the unanimous opinion that there was no other avenue open to the broiler growers of this province, except to go broke.

CONVERSATION AT THE BENCH

Judge: "How could you swindle people who trust you?"

Con-Man: "Your Honor, it's almost impossible to swindle people who don't trust you."

(from Columbus B.B.B. Bulletin)

WHERE DO THE FARM ORGANIZATIONS STAND??

The following is a condensation of points:

Presented to the Alberta Marketing Legislation Committee, which is considering proposed changes in the Alberta Marketing of Agricultural Products Act, by the Alberta Federation of Agriculture Board.

1. No objection is made to the proposed division of the Act into sections designed to make it easier to do the kind of job the producer wishes to have the power to carry out under the act. (i.e., producers might wish only to promote the consumption of their produce, or they might wish to negotiate prices, or they might wish to set up an agency to sell their product, or they might wish to operate a board with the power to set production quotas).
2. The revised Act should make provision for a Provincial Marketing Authority, like those in other provinces, which would have the job of assisting and advising producer marketing boards. In many cases, these would benefit greatly from the experience and sound guidance such a Provincial Authority could make available to them.
3. The Act should contain a clause whereby after due consideration of the facts involved, a marketing board can be set up to handle the mechanics of production control of a commodity, if the producers concerned ask for that power.
4. Farm organizations would like to see a change in the present 51% voting clause and have expressed preference that a 66% vote in favour of those casting ballots be the margin for passage. Also, in some cases, a board might be allowed to operate without a plebiscite, depending on the objectives proposed.
5. The amended Act should be designed so that large sections of the Act need not be repeated in any proposed marketing board plan. This would make it possible to write a proposed plan in simple language, and still be able to operate under the authority of the Act.

Alberta Poultry Marketers In Favour Of Board

No other part of the great industry of agriculture has had to face changes as repeatedly and as steadily over the past fifteen years as the poultry business. In the last six years, the volume of eggs delivered to grading stations has dropped by 60%. The Alberta Poultry Marketers had 70 country grading stations in the 1940's end early fifties. Now they have 38, and more are closing every year. The small farm flock will soon be a thing of the past, but the total production of eggs in Alberta is going up, because larger and larger flocks are being established.

The report of the Board of Directors of the Alberta Poultry Marketers at their last annual meeting had this to say: "The basic reason why 1963 has been a difficult year can be summed up in one word: Competition, which has resulted mainly from the far-reaching effects of developing integration."

"It has been said rightly or wrongly, that there are too many farmers. Be that as it may, the same can be applied to the service phases of the industry. It is very definitely over-serviced . . . by approximately 100%."

"There are those who believe, when they are told, that more processing plants result in more competition, greater efficiency and better prices. However that has become a bogey that has outlived its usefulness. The very reverse is now becoming true. Processing plant over-servicing and competition, under such conditions, can only mean increasing costs and lowering efficiency, which in the long run will be a charge against the product and must be reflected in lower prices to the primary producers."

Another very interesting statement in the Alberta Poultry Marketers Board Report was this: "It would seem a logical conclusion that under present day conditions in the poultry industry, with marketing areas becoming much more limited, and with almost unlimited productive capacity, there will eventually be some measure of effective control."

"If that control will not, or cannot, be exercised at the productive level, there is every possibility that it will be exercised at the corporate enterprise level. It is becoming a system of survival of the fittest, not necessarily the most efficient, but the most powerful."

Seat Belts Might Save 500 Lives

Seat belts, standard equipment in almost all cars in Canada, are being used to a greater extent than ever before, according to the Canadian Highway Council. The Council is conducting a survey across Canada to try to find out how much use is being made of belts by motorists.

This survey already shows that the Canadian motorist has a long way to go to taking full advantage of his seat belt. "This vital piece of safety equipment is available to every car-driver in the nation,"

said Mace Mair of Toronto, chairman of CHSC's seat belt committee, "but we are startled by the weak excuses some of them give for not fastening them."

MARKETING BOARD GETS NOD

The second meeting in Calgary on November 5 saw between 40 and 50 producers sit down to make a big decision.

They listened to a review of the Alberta broiler situation—where the estimated cost of producing a pound of poultry meat is 19 to 20 cents, but where the price to the producer is about 16 cents, with it threatening to go to 15 cents—where the number of eggs set to hatch indicates that broiler numbers will go up about 23 per cent after Christmas—in short, fantastic over-production is in prospect and the situation is clearly out of control. Some fear that the industry is headed for bankruptcy.

After that bleak picture was presented, Jack Brown of Midnapore, who operates the Pine Crest poultry farm near Calgary, put the alternatives to the broiler men; go on as we are, or else start limiting our production.

The motion to go for a marketing board was put. The delegates, representing an estimated 85% of all Alberta broiler production, gave it a unanimous standing vote . . . yes!

GETTING IN GEAR

Now, the big job begins. The broiler men know what they are facing. They have decided to go ahead with the marketing board in spite of the fact that Alberta Marketing Legislation has some marked limitations in the direction they want to go . . . limiting of production. In fact, the Alberta legislation is currently being studied by a special committee (see below) with a view to bringing in a more workable set of statutes at the next session. But the broiler men can't wait any longer. Their situation demands action now.

Included in the program approved by the meeting are the following objectives:

1. To conduct a membership

drive which would obtain 100 per cent sign-up of Alberta broiler growers in the Alberta Broiler Growers Association. (Jack Brown is the new president).

2. To get all members of the Association to sign a petition asking the provincial government to implement the marketing board legislation on their behalf.

3. To start financing a poultry meat promotion campaign through

a \$5 membership fee in the association and a levy of up to 1/2 cent per square foot of broiler housing space.

The broiler men also defined just what a fully fledged broiler grower was for the purposes of the association and of the proposed marketing board. They agreed that to be eligible, a producer must sell at least 1,000 birds per year, under six months of age.

A.P.M. View of Production Control

By K. V. Kapler

There is no appreciable market for Alberta grown broilers outside of the province, nor will there be in the future. Scientific feeding, disease control, etc., has given the broiler industry a tremendous productive capacity which has led to integrated production programs with large capital investments and overhead, which have so far, completely ignored the law of supply and demand in the face of huge overall surpluses and low prices.

To make a bad situation worse, this year, the feed companies, processors, and hatcheries have resorted to subsidizing broiler prices to the grower in order that each individual enterprise might maintain its own particular volume of product handling: feed and chick sales. Under present day conditions the law of supply and demand appears to be no longer efficient or practical. It only works under conditions of bankruptcy of the industry. This process is becoming tremendously costly and wasteful of the material resources of the industry.

In view of the developments and conditions in the broiler industry in Alberta, I suggest there is only one logical answer, some method of production control. This requires certain amendments to the Alberta Marketing Act. In support of this suggestion, two years ago, the Alberta Broiler Growers Association made a study of the Act with a view of setting up a broiler growers board. However, following this study, the decision was reached that no good purpose could be served by setting up a board under the Act in its present form.

The need for these amendments is becoming increasingly important because of the fact that British Columbia already has a broiler growers board in operation. The Ontario Broiler Growers Association has endorsed the B.C. Marketing Board scheme in principle, and appear to be definitely moving to set up a similar board in that province.

—from Submission by Alberta Poultry Marketers to Marketing Act Study Committee.

Rebates, Dividends Climb As UFA Reports Big Year

Alberta farmers bought more than 21 million dollars worth of farm supplies and petroleum products from the United Farmers of Alberta Co-operative Limited in 1964, a 13.2 per cent increase over the previous year and an all-time record high. This was reported at the UFA annual meeting in Calgary during the first week of November.

Earnings amounted to more than two million dollars on \$21,652,000 sales. As a result the board recommends patronage dividends of 11.5 per cent on petroleum products and 6.75 cash rebate on other farm supply purchases. The cash rebate percentage for 1964 is the same as last year's but the petroleum patronage dividend represents a .2 per cent increase over 1963's.

MEMORIAL BUILDING

The board of directors report asked delegates to approve construction of a building at the farm young people's camp at Gold Eye Lake as a memorial to W. J. Hoppins and George Church.

Mr. Hoppins was general manager of the UFA Co-op from 1951 until his death December 30,

Mr. Mair urged every motorist to make Safe-Driving Week, December 1 to 7, the time for concentrating on getting "the seat belt habit". "If every motorist wore his seat belt properly, Canada's highway death toll would be reduced by at least 500 human lives each year."

1963. Mr. Church was a noted farm leader and president of the UFA from 1945 until 1961.

Assets of the UFA Co-op now total more than 8 1/2 million dollars, an increase of nearly five times the assets of ten years ago, the board's report said. Of this amount nearly three quarters is financed by members.

More than \$1,300,000 will be paid in cash by the UFA Co-op to its members between July 31st, 1964 and the end of the year — \$523,000 as rebates to locals, \$359,000 as dividends to associations, \$11,000 in preferred share dividends and \$419,000 as the balance of the 1960 patronage loans.

Patronage dividend payments of 11.5 per cent on petroleum products amounted to \$1,445,000, an increase of \$163,000 over the amount allocated last year. Sales of petroleum products totalled \$13,613,661, an 8.3 per cent increase and represented 55 million gallons sold from 168 marketing outlets. There are 69 bulk plants.

UP ANOTHER MILLION

UFA Co-op sales of farm supplies amounted to more than eight million dollars, a 21 per cent increase for the current year, and the fourth consecutive year in which an increase of more than a million dollars has been reported.

The recommended rebate of \$523,000 is the largest rebate the UFA Co-op farm supply division

has declared to date. Building supplies represented the largest category of farm supply sales. A concentrated program in the building department now provides for complete erection of farm buildings on members' farms throughout the province.

Record sales of plywood, lumber, weed spray, twine and general farm machinery were reported from most farm supply outlets, and livestock medicines which were introduced for their first year were in heavy demand.

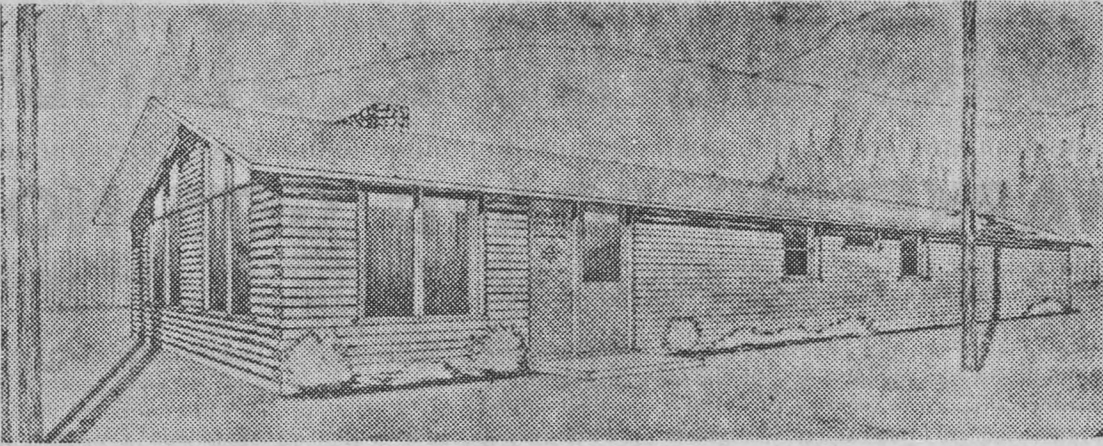
EDMONTON BRANCH LARGEST

During the year, Edmonton farm supply outlet maintained its position as the largest branch in the division, obtaining 30 per cent of the total volume. The future increase in Edmonton sales is not expected to be great, since farm supply depots have recently been opened at Vermilion, Camrose and Grimshaw.

Calgary is the second largest branch, showing an increase of 17 per cent in sales and obtaining 29 per cent of the total volume.

Red Deer sales were up 38 per cent and now account for 19 per cent of the total volume. Sales office area and yard property is being expanded.

The second full year of operation showed the Lethbridge farm supply outlet with a 50 per cent sales increase. This branch now accounts for 9 per cent of the total volume.



MODERN LOG STAFF HOUSE for the Alberta farm young people's camp at Gold Eye is being erected by United Farmers of Alberta Co-op as a memorial to W. J. Hoppins, general manager of the UFA Co-op from 1951 until his death Dec. 30, 1963, and to UFA Co-op president from 1945 to 1961, George Church. UFA Co-op head office at Calgary is receiving contributions from individuals and organizations; construction of the memorial building which will be in use for next summer's young people's camp has already started.

Where Is Broiler Production Headed?

Why was the decision made by a co-operative, in this case Alberta Poultry Marketers, to embark on a policy of a rapidly expanding broiler production program which has resulted since in the largest broiler production complex in Canada? Does not this mean that since 1961, Alberta Poultry Marketers Co-operative Ltd. has been in direct competition with all other existing broiler producers, including some A.P.M. members who have small broiler operations of their own?

The following explanation is taken directly from the 1962 annual report of Alberta Poultry Marketers:

"Up until mid-summer 1961 your board had no intention of departing from its original production program." (This program had been set up six years before on its farm west of Edmonton to provide a continuous weekly minimum market supply to the A.P.M. processing plant.)

"However, from experience gained in contract production and vertical integration in the U.S. and in Ontario, with the free play of powerful economic forces largely determining the course of this development and with integrated corporate production becoming firmly established in Alberta, your board (of Alberta Poultry Marketers Co-op) was compelled to review its production policy."

The A.P.M. board became convinced that

—integrated production programs set by corporations were competing with, and were displacing farm and other types of production. This meant that A.P.M. could not alter to any extent the

course of this development whether it entered the production field or not!

—if A.P.M. was to survive and retain some equity in the broiler industry for its members, it had no alternative than to meet all competition with like competition. To do this, it had to adopt a policy of an expanding production program, on a complete vertical integration basis.

This Alberta Poultry Marketers Co-operative venture into large-scale broiler production got under way in September, 1961.

PRESENT OPERATIONS

The A.P.M. complex, Lilydale Farms, is 8 miles west of Edmonton on highway 16.

It is a startlingly large operation. A million broiler chickens are produced here every year. This is the largest broiler factory in Canada. Each week, 23,000 chicks are started here.

It takes nine weeks to produce a 3½ lb. bird ready for the processors. According to the person in charge of the feeding operation, Henry Vanzeggelaar, 2½ lbs of wheat produces one pound of poultry meat. The ration fed to the birds contains roughly 1.3 thousand pounds of wheat per ton of feed. The balance includes soybean meal.

In all, there are 27 barns. The five largest barns are 50 by 200 feet. Fully equipped, including lighting, ventilating, and feed handling equipment, these farms cost \$2.65 per square foot. There are 11,500 birds in each building. The birds are never allowed outside.

Play It Safe

The Canadian Highway Safety Council believes every motorist and every pedestrian knows full well the right thing to do in traffic. The fact that so many of them refuse to do the right thing is the reason for Canada's increasing record of road accidents. The chance-taker, the rule-breaker and the road bully not only get themselves tangled up in terrible crashes but they involve you, too. Drive the best way you know how. Set an example for everybody else. It's not sissy to drive safely; it's common sense. Safe-Driving Week, December 1 to 7, is a good time to try it.

UNIVERSITY OF ALBERTA PRESENTS . . . HOME STUDY PROGRAM IN "Fundamentals of Farm Bookkeeping"

The course consists of a handbook which includes lesson material and exercises to be completed by the student and mailed to qualified markers at the University of Alberta. The purpose of this Correspondence Course is to teach farm bookkeeping fundamentals or underlying principles of farm record keeping, rather than the methods for using specific record books. It can be considered as an introduction to farm bookkeeping.

Total cost including the handbook, correction of lessons and mailing charges is \$12.50 per study course.

For further information write to:

Agricultural Supervisor, Department of Extension,
University of Alberta, Edmonton, Alta.

It takes 11 people to run the show. This includes the night man, maintenance men, shippers, etc. 100 tons of feed disappears a week.

Mr. Vanzeggelaar mentioned that some comparable operations in the United States try to break even on the total feeding operations. They make their profit on sale of manure, which goes for between 12 and 13 dollars per ton.

The A.P.M. operation is a complete integration of hatchery, production, and processing facilities. Only the eggs and the feed used come from other sources of supply. Co-op feeds are used, along with other brands for comparison. Eggs are supplied by A.P.M. members.

Meeting On Hutterites

The East Central Development Board will be sponsoring a meeting at the Capri Motor Hotel in Red Deer on November 30 to discuss the Hutterite problem in Alberta.

Getting underway at 9 a.m., the conference will attempt to draft a policy declaration aimed at

Hall of Fame Suggestions Needed

By Ken Jensen

Locals of the Farmers' Union in Alberta are asked to begin considering names of people who have done great work in the farm or co-operative movement and who should be considered for the "Hall of Fame" which is to be assembled at Goldeye Lake Camp.

At the Annual Convention of the Jr. FUA last July, it was decided to go ahead with this project. A picture of each person chosen for inclusion in the Hall of Fame will be mounted on the walls of the main pavillion at the camp. Along with this will be a scroll containing a resume of the

person's work on behalf of Alberta farm people.

Names to be considered should be sent in to Central Office. The three provincial presidents will then go over the list of names submitted and make selections. These will be announced from time to time.

CLASSIFIED ADS

HUNTERS' SPECIALS: New genuine 8mm German Mauser Model 98, 6-shot rifles, \$29.50. New .303 Short Lee Enfield 10-shot, \$16.50. New .303 British Jungle Carabines, 10-shot, \$27.50. New .30 calibre U.S. M-1 carbine, semi-automatic, 15-shot, \$89.50. Free sling, cleaning accessories, gun case, with each order for limited time. .303 and 8mm ammunition, \$9.00 per 100. We ship C.O.D. International Firearms Ltd., 1011 Bleury, Montreal.

NEW U.G.G. DIRECTORS

Two prominent Alberta farmers, H. Dickson of Warner and W. Donaldson of Grande Prairie have been elected as new Directors of United Grain Growers Limited.

Delegates to the U.G.G. Annual Meeting also re-elected Mr. L. F. Snyder of Wayne, Alberta, and D. L. Trapp of Harris, Saskatchewan, as members of the Board of Directors. Both Mr. Snyder and Mr. Trapp are prominent grain farmers and cattlemen.

Mr. Dickson, a Registered and Elite seed grower, will fill the Directorship previously held by S. S. Sears of Nanton, Alberta. Mr. Donaldson, a large Peace River grain farmer, was elected by acclamation after the resignation of former Director, H. W. Allen of Grande Prairie.

achieving concrete improvements in the relationships between people opposed to the expansion of Hutterite colonies and the Hutterites themselves.

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We can make the not so pleasant job of filling out Income Tax returns easier for you: Use our field service!

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USE THIS SERVICE

Complete the attached form and mail it NOW to:

F.U.A. INCOME TAX SERVICE
9934 - 106 Street, Edmonton, Alta.

Dear Sir:

We would like assistance and information on the following:

- ☐ The preparation of our 1964 Income Tax Returns
- ☐ Establishing a Basic Herd
- ☐ Preparation of Election to Average Income

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